

The Relationship of Tourism and Peace in International Social Relations

Kazım Ozan ÖZER

Associate Professor of the Nisantasi University, Institute of Social Sciences

Özgür ERGÜN

Asistant Professor of the Kocaeli University, Faculty of Tourism

ABSTRACT

The purpose of this research is to investigate the relationship between tourism and peace in international inter-communal relations. Considering the quantity of similar studies on this subject, it can be stated that a limited number of studies have been conducted. These studies on the relationship between peace and tourism were generally carried out on the basis of a case study and the studies on the relationship between the two cases on an empirical basis were relatively neglected. It can also be stated that this study is an original study that will contribute to the literature by containing comprehensive quantitative data from different countries. As a result of the analysis of the data obtained in the study, it was determined that there is a significant relationship between the perception of the communities being damaged and having a negative prejudice. However, it has been determined that there is a significant relationship between the state of the war-living people traveling to the opposite country and the existing negative attitudes and thoughts.

Keywords: Peace, Tourism, Inter-Communal Relations, Tourism Policy

INTRODUCTION

Considering its general structure, it is obvious that the main building block of the tourism phenomenon is the relations between people and people. The smooth running of relations between people depends on the realization of these relations away from conflict and in a peaceful environment. When the literature is analysed, it is seen that there are many discourses about the role of the concept of tourism in supporting peace. References on the relationship between tourism and peace have been made not only in the literature, but also in the discourses of political figures and the expressions of artists. There is also an ongoing debate among academics on the relationship of tourism and peace.

Nyaupane et al. emphasized that tourism can reduce prejudices, conflicts and tensions, and stated that the experiences and positive interactions of individuals traveling to foreign countries will create goodwill and lasting friendships (Nyaupane et al., 2008: 657-667). Litvin, on the other hand, questioned whether there was a causal relationship between peace and tourism, researched whether tourism provided peace and claimed that tourism was the beneficiary of the peace environment (Litvin, 1998: 63-66). Kim and Crompton stated that tourism is a tool that can play an important role in reuniting between North Korea and South Korea (Kim and Crompton, 1990: 353-366). Yu described tourism as an important force for peace by explaining it through the example of China and Taiwan (Yu, 1997: 19-28). In these researches related to the subject, case studies were made predominantly, evaluations were made based on secondary data, and it was observed that there was a gap in the studies conducted by obtaining primary data among these studies. In this study, an answer to the major research question "Does the phenomenon of tourism have a peaceful effect on warring communities?" is sought.

Although the main research question in which this study seeks answers is similar to other studies in the related field, it differs from the fact that evaluation has been made in the light of primary data. This study is based on the determination of the prejudices of the people in the countries that are the actors of the first and second world wars, which are among the biggest conflicts in the world history. More importantly, it was done by interpreting quantitative data in order to determine the effect of these people's traveling to each other's countries for tourism purposes in changing these negative prejudices.

1. Literature Review

In this section, which constitutes the part of the literature review, the concepts of war, peace and tourism are examined at a relational level in order to create a theoretical background for the study. In order to develop the concepts of war and peace in the social context, to reveal and understand its causes, various researches are carried out in the context of both traditional international relations theories and critical theories. In particular, following the Second World War and the Cold War, it is observed that the causes of wars have begun to be examined in order to establish permanent peace, and the number of studies in this area has increased. Given the diversity and depth mentioned, it is understood that models based on general principles on war / peace types, contexts and degrees are introduced.

When it comes to the history of humanity, we often see wars or armed clashes carried out by organized organizations. In this context, the war is as old as human history; peace is claimed to be a modern invention. Here, there is a need to present a useful framework at the level of analysis by gathering theoretical studies focusing on the sources of war and case studies where historians focus on the sources of certain wars (Jervis, 1998: 79). Thucydides and Kautilya are among classic researchers who have studied the diplomatic and military history in the context of war or national / international conflicts; among modern researchers, names such as Clausewitz, Creasy, Richardson and Morgenthau stand out. At the common point of their work, there are qualified organizations that give the result that progress is possible, national leaders and strategies (de Mesquita, 1998: 53; Thucydides, 2009: 14-15; Creasy, 1915: 13; Richardson, 2012: 5-15; Morgenthau, 1949: 13-15). Special attention is paid to Clausewitz's hegemonic war theory, which sees comprehensive changes in political, strategic, economic and technological relations. The structure of the hegemonic system or the distribution of power between states in the system can be regular or irregular. In the regular system, in order for non-war change to take place, the dominant state should not perceive threats on the profits that the power or group attaches to vital importance. In the irregular system, economic, technological or similar changes weaken the hand of the dominant power, while eroding the international hierarchy. In this context, the activities exhibited, or the diplomatic crises that occur, cause conflicts between the states in the system (Gilpin, 1998: 16).

It is stated that the variety seen in the types of wars such as international war, civil war, national / international conflicts and the dimensions of wars such as proxy wars are reflected in the sources of wars as well (Jervis, 1998: 80-84). Waltz states that conflicts may be specific to human behaviour, but war takes its roots from social institutions. Gilpin states that hegemonic war is effective in the transformation of the modern international system. Hegemonic war leads to major struggles to dominate the supreme powers, as well as major changes in economic relations, technological capacities and political institutions. The war is caused by major disparities and major inconsistencies between new environmental forces and existing structures. Looking back, it is believed that world wars, which cover almost every state in the system, constitute the real turning point in human history. Such long and intense wars change the basic boundaries of societies and international relations within the country (Gilpin, 1998: 30). When a group of new influences and measure preferences are taken into account, war has the nature of a discussion on the measurement of power (Blainey, 1973: 108-127).

In the traditional sense, the field of war studies are considered on the basis of the realist theory and the strategic interaction between the states, but today it is seen that socio-economic, bureaucratic-political and psychological variables are also involved in the process. It is argued that variables such as common culture or moral framework are effective on behaviour during war (Levy, 1998: 79-84). As a result, when we focus on the emergence of wars or national / international conflicts, it is seen that the struggles for survival in the old times have started to be gained in order to gain power, and it is seen that we are approaching to the technological one from the traditional one. It is argued that both developing countries and developed countries need peace in some way (Neupane, 2013: 4-5).

The concept of peace is often described as being warless. Rousseau stands out among classical researchers who study in the context of the concept of peace (Yalvac, 2007: 121-160). While seeing it impossible to establish permanent peace, he focuses on issues such as limiting war and eliminating hostilities in interstate relations (Hoffman and Fidler, 1991: 13). Focusing on the state of nature, Rousseau describes a process that builds a civilized society by adding the understanding of living well to the life limited to the sensations, and inequality increases with the development of the understanding of ownership. In the aforementioned process, he states that inequality brings along disorder (Rousseau, 1990: 140-171).

When we examine the philosophers who deal with the concept of peace within the framework of idealism, it is seen that they share the belief that the state of war will be completely eliminated and the ultimate peace will be established.. Specifically, there are thinkers like Kant who argue that competition or dependence will establish national / international peace and harmony (Waltz, 1962: 331-340). The researchers included in the subject within the framework of liberalism suggest that the environment of interdependence, which will occur with the compliance of liberal political and economic norms, will enable the establishment of sustainable peace (Howse, 2006: 693-708; Oneal and Berbaum, 2003: 371-393).

Researchers, who focus on the concept of international peace within the framework of democratic peace theory, state that the prevalence of democratic norms will create a tendency to maintain peace on states and to avoid war (Doyle, 2005: 463-466). Researchers discussing international peace within the framework of functionalism and neo-functionalism, mention that cooperation and integration will increase the interaction between states or societies and require continuity of common interests. In this context, it is stated that it is possible to form a public opinion that is included in the peace to be established, not worried about its security, supports cooperation and is unlikely to resort to physical force (Deutsch, 1968: 250).

Researchers examining the international peace issue within the framework of realism refer to the concepts of power, balance of power and interest; they argue that a limited peace is possible (Morgenthau, 1949: 21-22). Structuralist researchers like Marxism make a description of peace commensurate with the functionality of the capitalist system (Morgenthau, 1949: 29). Researchers examining the concepts from the post-structuralist framework argue that peace can be built to adapt to changing time or space with discourses and actions. On the other hand, it is seen that researchers from the point of view of critical theory make a classification that places emphasis on dialogue between societies within the scope of ideas, institutions and financial means (Cox, 1987: 225).

Meeting expectations in societies usually leads to the acceptance of the current order. It is stated that the majority of those who think in this direction are less susceptible to the injustices or inequalities faced by non-dominant groups in the communities it constitutes, but that the communities who consider the opposite, if not the minority, have higher awareness on issues such as education, unemployment and independence. In this context, the boundaries of the concept of peace are broadly encompassed to cover various points such as problems in food supply, inadequacies in health services, inequality in education, violation of human rights, injustice, and imbalance between income levels.

Even if it is carried out under the name of ensuring equality, the war must first end before peace can begin (Anderson, 1999: 1). The establishment or conservation of peace, which is itself one of the fundamental rights, displays a complex and variable structure evaluated within a certain process (Murray & Lacey, 2009: 4).

When it comes to security, it is stated that people give priority to their own lives rather than international concerns, and in this context, they tend to maintain the status quo and do not engage in political or economic risk (Donovan, 2003: 26). On the other hand, the atmosphere of insecurity that occurs when personal interests become involved also creates a basis for conflicts. Although wars are thought to be between states, not between people, it is concluded that people experience a dilemma and are involved in the war for the survival of the state that establishes their security (Linklater, 1982: 17) (Rousseau, 2013: 31).

Whether peace is a modern invention or not is a matter of debate, it is concluded that both the concepts of war and peace have a complex structure and begin in the minds of people. In the literature, it is often stated that the safety of societies is reduced only to physical security, but the social values attributed to the society or attributed by the groups that dominate the society also affect the perception of security (Yiğit and Gürel, 2020: 142-155). It is understood that concepts such as culture, global / regional / national geopolitical culture, identity, language, memory and social memory stand out with the expansion of the boundaries of the concept of security.

In this context, it is aimed to establish the existence, continuity and integrity of modern society. The phenomenon of peace also plays an important role in the establishment of the existence, continuity and integrity of the modern society. Especially in the 21st century, following the developments in the socio-political, economic and technological fields, in line with the existing interests of the dominant group, it is observed that the efforts to create an attractive effect on groups that do not have dominant power have increased through activities carried out in sub-application areas such as education, environment, culture, art, sports and tourism (Aydemir, 2016: 115). The phenomenon of tourism and the relationship of tourism-related activities with the concept of peace, which is among these efforts, is one of the variables to be examined within the scope of this research. Accordingly, defining the concept of tourism is important for the theoretical background of the research.

Many different studies have been carried out in the literature to define tourism. Tourism, which is one of the most important economic elements of the world, has reached its current structure as a result of an important historical evolution. It is possible to state that the starting point in the historical development of tourism is based on the first periods when human beings began to exist in the world (Gürdal, 1995: 49; Ahıpaşaoğlu and Arıkan, 2003: 1). Kozak et al. in general, defined tourism as a travel and accommodation process for the satisfaction of related needs as an element of service consumption outside of permanent residences (Kozak et al., 1997: 1). According to Uçkun, individuals travel from different places of residence to certain destinations for certain periods of time and meet their needs such as traveling, resting and having fun at these points. This event brings together economic events that have a high economic multiplier effect and is called tourism; moreover, it constitutes a basic feature of today's civilization (Uçkun, 2004: 8). In addition to contributing to social and economic development, tourism has been an incentive for mutual understanding among societies because it is a factor that increases both the communication role and the harmony between people and cultures (Theobald, 1998: 3-4). Considering the definitions that have been agreed upon in the field of tourism, it is evident how wide the cultural and social colour range that tourism contains, based on the presence of international interaction in the tourism movement.

While tourism was carried out in the early ages to meet the four basic needs such as economic, health, sports activities and religion, in addition to these in the Middle Ages, it continued as a movement with famous travellers such as Marco Polo and İbn-i Batuta as a result of motivation to discover. In the period from the conquest of Istanbul (1453) to the French Revolution (1789), inter-communal wars, asylum and immigration that emerged with these wars, the communication and theme of different cultures, the recognition of the unknown and the distrust and the uncertainty of the unknown also mobilized the trade and fuelled a travel movement (Barutçugil, 1984: 12). Later, while traveling for pleasure continued in a privileged order specific to the aristocracy in societies, technology and the development of transportation systems with it, the participation of people from all walks of society, the motivation and the spectrum of needs have gained its present form (Toskay, 1978: 68). The phenomenon of tourism, which creates an environment for the contact, communication, and gathering of people from countless cultural diversity in the world, has become an area of interest for international organizations as well as being a global sector. The World Tourism Organization (UNWTO), the agency of the United Nations that operates in tourism, is one of the most well-known propagandists of the relationship between tourism and peace. In addition, it contains the "(The International Institute for Peace through Tourism - IIPT)" in an institutional format (Salazar, 2006: 323-324). In almost every country, tourism is represented within ministries and non-governmental organizations focused on this issue.

When the related literature is analysed, it is seen that the assumption that tourism supports peace and tolerance is discussed by academics. In these studies, although there is a lack of research based on primary data that tourism can support peace, there are results that are deemed to be considered as contributing to peace, and discussions are made on secondary data.

For example; according to Askjellerud, this kind of attitude will contribute to developing peace if individuals participating in tourism can manage the encounter with the "other" in a non-violent way. According to most researches on the subject, tourism is expressed as a positive force that can affect tension and suspicion by affecting national politics, international relations and world peace. Some of these studies have focused on the role that tourism can play in developing peaceful relations, especially between divided countries. Researches made in this framework stated that it is difficult to prove a causal relationship to reveal whether tourism is peace creator or beneficiary of peace. Both World War I and II. Prior to World War II, a significant amount of touristic

travels were included among the countries concerned. However, travel and admiration to each other's cultures did not prevent the war, and here it appears that political issues emerge as a stronger and dominant force over personal feelings. In other words, it can be stated that macro dynamics of international relations and politics have a decision-making ability over individuals and groups that are micro-building blocks of the communities they belong to (Salazar, 2006: 325-327).

Another study conducted within the framework of demographic factors shows that the population of the Netherlands consists of many Moroccans. The existence of a large number of Moroccans with an Islamic cultural background in a Christian society witnessed the clash of two completely different cultures, and as a result, the Dutch began to associate Moroccans with involvement in crimes and illegal activities. Meanwhile, The International Institute for Peace through Tourism conducted a research and according to the research results, it was found that the Dutch who visited Morocco perceived the Moroccans less negatively. It was understood that having a good hospitality in Morocco positively changed the pre-existing perception. The results of this research conducted in the Netherlands and Morocco showed the constructive role of tourism in cultural change and mutual understanding. It has been stated that tourism can be a means of avoiding most of the problems that arise due to cultural misunderstanding and prejudice because it is emphasized that conflict is unlikely to occur in places where there is no prejudice. From this point of view, in the related study, it was stated that tourism offers people the opportunity to get to know each other's cultures and as a result, tourism plays an important role in creating the grounds that lead to a more peaceful society (Neupane, 2013: 16-17).

Although Shin expresses in his work on this issue that it is an exaggeration to state that tourism is a force as a creative factor, he acknowledges that there is a close link between tourism and various forms of peace and it has a pioneering and positive effect in the improvement of diplomatic relations (Shin, 2008:25-31).

Goeldner, in the conclusion report of the conference titled "A Vital Power for Peace: Tourism" organized in 1989, which included five hundred participants from 64 countries, stated that the conference created a valuable discussion environment for the tourism to be examined as a peacekeeping force and that it was accepted in the conference that tourism has the potential to be the biggest peace movement in the history of humanity. As a reason for this, he stated that tourism has a multivariable structure that includes people, cultures, economies, traditions, heritages and religions. He also stated that it was clearly seen in the conference that tourism has the potential to make the world a better living space (Goeldner, 1989: 44-45).

In his study titled "Reconciliation Tourism: Tourism Improves Divided Societies", Higgins Desbiolles investigated the level of tourism promotion of social justice and reconciliation, examining these two variables through secondary data and case studies in terms of being a force for peace under the phenomenon of tourism. In his work, he mentions the constructive role of tourism in promoting reconciliation between domestic and foreign visitors (Higgins - Desbiolles, 2003: 35-44).

Sönmez and Apostolopoulos, in their study on the Cyprus example entitled "Conflict Resolution with Tourism Cooperation", that hostility and armed conflicts could easily exist between closed societies, and increased contact among individuals from different groups increased understanding and acceptance among mutually interacting group members and states that tension and conflict decrease accordingly (Sönmez and Apostolopoulos, 2008: 35-48).

In this study, unlike other researches in the literature, besides the discussions on secondary data, evaluations are made on the primary data obtained through the questionnaire regarding the opinions of the people of the countries participating in the first and second world wars. In the second part of the study, these analyses are given in detail.

2. Analysis of Methods and Findings

This research consists of two basic parts. In the first part, the literature on the concepts of travel and peace for tourism purposes was examined in order to create a theoretical background to the study, and in the second part, the data obtained from the questionnaire application were analysed.

The main research question of this research, which examines the role of the phenomenon of tourism in social relations, is determined as follows:

- Does the phenomenon of tourism have a peaceful effect on warring communities??

The assumptions to be tested based on this basic research question are determined as follows:

Research hypotheses:

H1: There is a relationship between the perception of being damaged due to wars and having a negative bias

H2: There is a relationship between the state of traveling for tourism purposes and negative attitudes and thoughts

Intentional sampling method was preferred in the study. In order to measure the level of tourism's positive impact on the peace environment by affecting international social relations, a scale was prepared for the first time to be used in this study by the researchers of this study. The scale carries out analyses to determine whether the communities of the countries involved in the first and second world wars have prejudice against each other due to the perception of being damaged in wars and whether they have travelled to each other's countries for tourism purposes, and whether the existing negative attitudes and thoughts are affected after the travel situation.

It is important to explain what “negative prejudice” and “current negative attitudes and thoughts” express in this study in terms of the perception of the study. The concept of prejudice is defined in the literature as antipathy based on generalizations arising from inelastic and erroneous thought structures, negative and rigid tendencies towards those who are different, negative attitudes towards those who are not like them or not from them (Allport, 1979: 10; Milner 1983: 5; Aboud, 1988: 4, Fishbein, 1996: 5). In this study, within the prejudice variable, a measurement was made to determine whether the communities of the warring countries "had any prejudice about the other party before" with the effect of the perception of being harmed from each other. In addition, a measurement was made to determine “the existence of negative attitudes and thoughts about each other”. The variable of traveling for tourism purposes was included in the study in order to determine whether it caused changes between the two situations.

The scale was initially prepared in Turkish and translated into Russian, German, Greek, English, French and Italian. The survey was primarily applied to a total of 90 citizens of 9 different countries which joined the First and Second World Wars (USA, Russia, Germany, Greece, England, France, Italy, Austria, Turkey) and it was confirmed that the participants understood the questions correctly. The surveys were then implemented in these 9 countries, and a total of 1826 surveys were included in the data analysis. The implementation and collection of surveys spanned a total of 8 months, from December 2018 to July 2019. Time and cost constraints and application being carried out in 9 different countries made the data collection process difficult. The questionnaires were applied to the participants face to face.

The questionnaires were applied only in the countries participating in the First and Second World Wars and among the countries that have the opportunity to conduct surveys from these countries. Therefore, the evaluations to be made have validity only in the causality of these two wars. Evaluations of individuals likely to be influenced by other conflict and war environments that have arisen for different social, economic, ethnic or political reasons can be considered as the subject of another study. The percentage distribution of the 1826 surveys in 9 different countries ranges from 10% to 12% of the total number of surveys. A close number of surveys were obtained from each surveyed country. Considering the population of the countries, although the number of surveys is not sufficient to generalize in terms of countries, it is important in terms of contributing to obtaining information and interpreting this information.

Analysis and Findings

When Table 1, which includes the findings regarding the demographic characteristics of the participants, it is seen that 37% of the participants were born between 1978 and 1994 and 57.4% were women. At the same time, almost equal percentages of participants are citizens of the countries such as U.S.A., Russia, Germany, Greece, England, France, Italy, Austria and Turkey. However, the countries of all participants took part in the 1st or 2nd World Wars.

Table 1. Findings Regarding Demographic Features of Participants

Country of nationality	n	%	Generations	n	%
USA	201	11,0	1945-1964 (Baby boom generation)	121	6,6
Russia	192	10,5	1965-1980 (Generation X)	576	31,5
Germany	208	11,4	1981-1996 (Generation Y)	675	37,0

Greece	221	12,1	1997-2012 (Generation Z)	454	24,9
England	197	10,8	Total	1826	100,0
France	191	10,5	Gender	n	%
Italy	203	11,1	Female	1049	57,4
Austria	211	11,6	Male	777	42,6
Turkey	202	11,1	Total	1826	100,0
Total	1826	100,0			

When Table 2, in which the average values of the variables used in the study are given, it can be stated that the average of the other variables is medium except for the ongoing situation and the prejudice variable. It has been determined that the level of prejudice and ongoing status is low. At the same time, the reliability levels of the research variables were determined to be high.

Table 2. Average and Reliability (Cronbach's Alpha) Values for Variables

Variables	N	Cronbach's Alpha	Min.	Max.	Mean	Std. Dev.
Perception of being damaged in wars	1826	,821	1,00	5,00	3,2010	,94121
Having a negative bias	1826	,873	1,00	5,00	2,4921	1,14441
Travel status for tourism purposes	1826	,893	1,00	5,00	3,2297	1,25313
Current negative attitudes and thoughts	1826	,847	1,00	5,00	2,5690	1,18733

Correlation analysis results for determining the relationships between the variables are given in table 3. According to the results of the analysis, there is a positive (r : ,165) and a meaningful relationship ($p < .001$) between perception of being damaged in wars and having negative bias; A positive relation (r : ,242) and a meaningful relationship ($p < .001$) were detected between the condition of being damaged in wars and negative attitudes and thoughts. However, there is a negative (r : -,060) and significant relationship ($p < .005$) between the state of traveling and the current negative attitudes and thoughts; A positive (r : ,406) and significant relationship ($p < .001$) was determined between negative bias and existing negative attitudes and thoughts. At the same time, there is a negative relationship (r : -,203) and a significant relationship ($p < .001$) between perception of being damaged in wars and traveling.

Table 3. Correlation Analysis Results Intended to Determine Relationships between Variables

Variables	1	2	3	4
Perception of being damaged in wars	1			
Having a negative bias	,165**	1		
Travel status for tourism purposes	-,203**	-,351**	1	
Current negative attitudes and thoughts	,242**	,406**	-,060*	1

*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).

In order to investigate the presence of the normal distribution state, the skewness and kurtosis values of the research variables were examined. In cases where the values of skewness and kurtosis are between +1 and 1 on a variable basis, the data is considered to be suitable for normal distribution (Hair et al. 2010: 541-547; Tabashnick and Fidell 2012: 147). When the research variables were examined, it was observed that the relevant conditions were met in general, and the kurtosis value for the two variables was slightly outside the desired range. At this point, Hair et al. emphasized that as the sample number increases, the sample error will decrease and the statistical power will increase, although it is not excessively distant from the relevant values in more than 200 samples, the abnormal distribution situation is tolerable (Hair et al. 2010: 541- 547). In addition, George and Maller suggest that the range of -2 and +2 is acceptable for normal distribution for skewness and kurtosis values (George and Maller, 2016: 114). When examined in terms of multiple normal distribution, Hair et al. stated that there was no problem in terms of multiple normal distribution in the samples with at least 15 participants' data per parameter (Hair et al. 2010: 541-547). As seen in Table 4, it was observed that the data of the research variables were in accordance with the multiple normal distribution assumption in terms of the specified criteria.

Table 4. Multiple Normality Values

Variable	Skewness	Standard Error	Kurtosis	Standard Error
Perception of being damaged in wars	-0,418	0,057	-0,620	0,114
Negative bias status	-0,985	0,057	-0,501	0,114
Travel status for tourism purposes	-0,587	0,057	-1,197	0,114
Current negative attitudes and thoughts	0,361	0,057	-1,329	0,114

The results of the regression analysis regarding the effect of the perception of being damaged in wars on the negative prejudice status are given in Table 5. According to the results of the analysis, it is seen that the model established between the two variables is significant ($F = 51,231$; $p = 0,00$) and that the state of being involved in wars can explain 2.7% of the total variance on the negative prejudice. When the regression coefficients are analysed, it can be seen that a one-unit increase in warfare can cause an increase of 0.20 on the negative bias variable. According to these results, the H1 hypothesis developed in the research was supported.

Table 5. Regression Analysis for the Effect of Being Involved in Wars on the Negative Bias Status.

Model		Non-Standardized Coefficients		Standardized Coefficients	t	Level of Significance
		B	Standard Error	Beta		
1	Constant	1,849	,094	-	44,313	,000
	Perception of being damaged in wars	,201	,028	,165	7,158	,000
a. The Dependent Variable: Having Negative Prejudice ($R = ,165$; $R^2 = ,027$; Adjusted $R^2 = ,027$; $F = 51,231$; $p = 0,000$)						

When the table 6, where the results of the regression analysis for the effects of the people who have fought each other in the countries, having travelled to each other's countries for tourism purposes, on the current negative attitudes and thoughts are examined, the model is significant ($F = 6,592$; $p < 0,01$) and it is seen that the

state of having travelled for tourism purposes can explain the 0.04% change on the current negative attitudes and thoughts. When the regression coefficients are analysed, it might be seen that a one-unit increase in the status of traveling for tourism may cause a decrease of 0.027 on the existing negative attitudes and thoughts. According to these results, it is seen that the H2 hypothesis developed in the research is supported.

Table 6. Regression Analysis Regarding the Effect of Having Travelled for Tourism Purposes on Current Negative Attitudes and Thoughts

Model		Non-Standardized Coefficients		Standardized Coefficients	t	Level of Significance
		B	Standard Error	Beta		
1	Constant	2,753	,077	-	35,881	,000
	Travel Status for Tourism Purposes	-,057	,022	-,060	-2,567	,000
a. The Dependent Variable: Current Negative Attitudes and Thoughts (R= ,060; R ² = ,004; Adjusted R ² = ,003; F= 6,592; p= 0,010)						

Whether there is a difference between the demographic factors in the effect of the perception of being damaged in wars on the bias status and whether there is a difference between the demographic factors in the effect of the fact that the purpose of traveling for tourism purposes on the current negative attitudes and thoughts was examined through the beta coefficients and it was examined that there was no statistically significant difference or similarity between the generations in the relationship between variables. No evidence to support the H3 Hypothesis has been found.

Table 7. The State of Organizing Travel to Conflict Areas of the Companies in the Dynamics of Touristic Travel Movement

The state of organizing / selling international travel organizations	n	%
Yes	688	100
No	0	0
Total	688	100
The state of organizing / selling touristic travel to countries with war environment	n	%
Yes	0	0,00
No	688	0,00
Total	688	100
The state of organizing / selling touristic travel to countries where terrorist incidents take place	n	%
Yes	113	16,5
No	575	83,5
Total	688	100

In the survey application carried out on agencies that organize and sell international tour organizations in 9 different countries, all 688 tour operators and travel agencies participating in the survey organize international tours or act as tour operators organizing these organizations. All of the companies participating in

the survey stated that they do not organize touristic trips to the regions with war environment. 83.5% of the companies surveyed stated that they do not organize touristic trips to the regions where terrorist incidents take place. When detailed information is requested from the companies that organize tours to the regions where terrorist events take place, they stated that these tours are mostly carried out within the scope of business travel or that they organize tours to the places where there are no terrorist incidents in the relevant country. This stands out as a data against the ideas in the literature that tourism can be used as a means of creating peace in a conflict and war environment. It can be stated according to Table 7 that as a sector, tourism continues its movement in the absence of war and conflict.

Conclusion and Suggestions

This study differs from other studies in similar field in terms of data collection method with the results and evaluations it presents in the light of quantitative data in the relationship between tourism and peace. In this study, it was aimed to explain the relations and interactions between tourism and peace in terms of international social relations. Correlation analysis results for determining the relationships between the variables show that the perception of being damaged in wars has an effect that will cause societies to make negative prejudices about each other. In other words, as people's perceptions that they are damaged by wars increase, the level of negative prejudice towards the societies of war countries increases. The reason for this effect is that, given the age of the participants and the dates of the wars, although the questionnaire may not have been caused by the harms that some of the respondents may have experienced in person, it can be assumed that they arise from the possible domestic stories are; true or false information obtained from written, visual or digital sources, etc. factors.

The fact that the people of the countries that have fought each other have travelled to these countries for tourism purposes has been found to have a negative effect on the existing negative attitudes and thoughts after these trips. In other words, when people from countries that have fought with each other travel to those countries, there is a decrease in the presence of existing negative attitudes and thoughts. In this case, it can be stated that the interaction of people helps to get to know each other and their culture, and the mutual understanding situation allows to soften the negative attitudes and thoughts. This supports the results of the study in the literature, where the Dutch and Moroccan societies have revealed inferences that they have created communications as a result of touristic visits, hospitality and well-being, and that they have reduced negative attitudes and thoughts, and the results of similar studies in this regard.

In the relationships between these variables, an analysis was made on the beta coefficients regarding whether there were significant similarities or differences between the demographic factors. As a result, no significant similarity or difference was found in the relationships between the variables in terms of demographic factors such as generation and gender evaluated within the scope of the research.

Although the data obtained at this point can be said to have a negative effect on the negative prejudices and attitudes among societies, it will be difficult to state that tourism and travel have a peaceful effect. In order to talk about the peace-creating effect of a variable, its applicability in the war environment must exist, but the applicability of tourism in the war environment is almost impossible. In order to reveal this situation more clearly, data was collected through a survey from agencies that organize and sell international tour organizations in 9 different countries. According to these data, all tour operators or travel agents participating in the survey stated that they did not organize organizations in the regions where there is a war environment. In this case, the idea of "tourism creates an environment of peace" in the literature remains uncertain without organizing tours and trips to regions where war and terrorist incidents take place.

Therefore, we cannot talk about the fact that the effect of tourism and the accompanying socio-cultural interaction and therefore the factors such as tolerance, understanding, coexistence, prejudice, negative attitudes and thoughts reducing the war environment into a medium of peace. It would be better to define these as a medicine with some kind of therapeutic feature, which could only be included in the post-war policies.

In the light of the results obtained from the research, it is one of the suggestions that tourism and travel phenomenon's' therapeutic features be mentioned among the policies of all states and international organizations. It should not be overlooked that tourism can be used as a constructive tool not only in the

regulation of post-war international social relations, but also in many parts of the world that are subject to terrorism and in reducing conflicts caused by marginalization.

In addition to the results and evaluations revealed by this study, it can be stated that it contributes to the literature by establishing a highly reliable and valid scale for researching the relationship between peace and tourism. As a continuation of this research, it may be suggested to investigate the following topics: Inter-communal prejudice within the framework of the historical proximity or distance of the events related to the conflict and wars, from which macro and micro reasons they emerged (e.g. economic rent conflicts, beliefs and conflicts with socio-cultural characteristics), whether the frequency level of negative attitudes and behaviours show a significant similarity or difference, and what different tools and policies can there be in terms of the characteristics of these similarities and differences.

References

1. Aboud, F. E. (1988). *Children And Prejudice*. New York: Blackwell Publishing.
2. Ahıpaşaoğlu, H. S. ve İ. Arıkan (2003). *Seyahat İşletmeleri Yönetimi ve Ulaştırma Sistemleri*. Ankara: Detay Yayıncılık
3. Allport, G. W. (1979). *The Nature of Prejudice*. Cambridge, MA: Addison-Wesley
4. Anderson, M. (1999). *Do No Harm: How Aid Can Support Peace-or War*. Colorado: Kynne Rienner Publisher
5. Aydemir, E. (2016). *Dış Politikada Yumuşak Güç ve Medya*. İstanbul: Kalkedon Yayınları
6. Blainey, G. (1973). *The Causes of War*. New York: The Free Press
7. Barutçugil, İ. (1984). *Turizm İşletmeciliği*. Bursa: Uludağ Üniversitesi Basımevi
8. Cox, R. (1987). *Production, Power, and World Order: Social Forces in the Making of History*. New York: Columbia University Press
9. Creasy, S. (1915). *The Fifteen Decisive Battles of the World: From Marathon to Waterloo*. London: Oxford University Press
10. Desbiolles-Higgins, F. (2003). "Reconciliation Tourism: Tourism Healing Divided Societies". *Tourism Recreation Research*, 28:3, 35-44
11. Deutsch, K. (1968). *The Analysis of International Relations*. New Jersey: Prentice Hall
12. Donovan, A. (2003). *World Peace? A Work Based on Interviews with Foreign Diplomats*. New York: A. J. Donovan Pub.
13. Doyle, M. (2005). "Three Pillars of the Liberal Peace". *American Political Science Review*, 99:3, 463-466.
14. Fishbein, H. D. (1996). *Peer Prejudice and Discrimination: Evolutionary, Cultural, and Developmental Dynamics*. Boulder, C.O: Westview Press
15. George, D. ve P. Maller (2016). *IBM SPSS Statistics 23 Step by Step: A Simple Guide and Reference. Fourteenth Edition*, New York: Routledge Publishing
16. Gilpin, R. (1998). *The Theory of Hegemonic War*. New York: Cambridge University Press
17. Goeldner, C. R. (1989). "Tourism: A Vital for Peace". *Journal of Travel Research*, 27:44, 44-45
18. Gürdal, M. (1995). *Turizm Ulaştırması*. İzmir: Karınca Matbaası
19. Hair, J. F., W.C., Black, B.J. Babin, ve R.E. Anderson (2010). *Multivariate Data Analysis. Seventh Edition*. New Jersey: Prentice Hall

20. Hoffman, S., ve D. Fidler (1991). *Rousseau on International Relations*. Oxford: Oxford University Press.
21. Howard, M. (2001). *The Invention of Peace and the Reinvention of War*. London: Profile Books.
22. Howse, R. (2006). "Montesquieu on Commerce, Conquest, War, and Peace". *Brooklyn Journal of International Law*, 31, 693-708.
23. Jervis, R. (1998). *War and Misperception*. R. Rotberg, ve T. Rabb içinde, *The Origin and Prevention of Major Wars*. New York: Cambridge University Press
24. Kim Y. K ve J. L. Crompton (1990). "Role of Tourism in Unifying The Two Koreas". *Annals of Tourism Research*, 17:3, 353-366
25. Kozak, N., M. Akoğlan, M. Kozak (1997). *Genel Turizm İlkeler ve Kavramlar*. Ankara: Detay Yayıncılık
26. Levy, J. (1998). *Domestic Politics and War*. R. Rotberg, ve T. Rabb içinde, *The Origin and Prevention of Major Wars*. New York: Cambridge University Press
27. Linklater, A. (1982). *Men and Citizens in the Theory of International Relations*. Londra: Macmillan Publishing
28. Litvin S. (1998). "Tourism: The World's Peace Industry?". *Journal of Travel Research*, 37:1, 63-66
29. De Mesquita, B. B. (1998). *The Contribution of Expected Utility Theory to the Study of International Conflict*. R. Rotberg, ve T. Rabb içinde, *The Origin and Prevention of Major Wars*. New York: Cambridge University Press.
30. Milner, D. (1983). *Children and Race*. South Beverly Drive: Sage Publications
31. Morgenthau, H. (1949). *Politics Among Nations: The Struggle for Power and Peace*. New York: Alfred A. Knopf Pbl.
32. Murray, W. ve J. Lacey. (2009). *The Making of Peace: Rulers, States, and the Aftermath of War*. Cambridge: Cambridge University Press
33. Neupane, M. (2013). *Tourism as a Catalyst for Peace: an Analyzing the Bright Sides of Tourism in Nepal*. Centria Universtiy of Applied Sciences: Yüksek Lisans Tezi
34. Nyaupane G. P, V. Teye ve C. Paris (2008). "Innocents Abroad: Attitude Change Toward Hosts". *Annals of Tourism Research*, 35:3, 650-667
35. Oneal, J., B. Russett, ve M. Berbaum (2003). "Causes of Peace: Democracy, Interdependence, and International Organizations, 1885-1992". *International Studies Quarterly*, 2003:47, 371-393.
36. Richardson, L. ve N. Rashevsky (2012). *Arms and Insecurity: A Mathematical Study of the Causes Origins of War*. Montana: Literary Licensing.
37. Rousseau, J. (1990). *İnsanlar Arasındaki Eşitsizliğin Kaynağı ve Temelleri Üzerine Nutuk*. İstanbul: Bilge Kültür Sanat Yayınları
38. Rousseau, J. (2013). *Toplum Sözleşmesi*. İstanbul: Türkiye İş Bankası Kültür Yayınları
39. Salazar, N. B. (2006). "Building a 'Culture of Peace' Through Tourism: Reflexive And Analytical Notes And Queries". *Universitas Humanística*, 2006:62, 323-327
40. Shin, Y. (2008). "Peace and Tourism vs. Tourism and Peace: Conceptual Issues". *International Journal of Hospitality and Tourism Systems*, 11, 25-31
41. Sonmez, F. S. ve Y. Apostolopoulos (2008). "Conflict Resolution Through Tourism Cooperation? The Case of the Partitioned Island-State of Cyprus". *Journal of Travel and Tourism Marketing*, 9:3, 35-48
42. Theobald, W. F. (1998). *Global Tourism*. Burlington: Butterworth-Heinemann Publishing
43. Thucydides (2009). *The Peloponnesian War*. New York: Oxford University Press.

44. Toskay, T. (1978). *Turizm, Turizm Olayına Genel Yaklaşım*. İstanbul: İstanbul Üniversitesi İktisat Fakültesi Yayınları
45. Uçkun, S. (2004). *İşletme ve İşletme Türleri: Turizm İşletmeleri*. İstanbul: Değişim Yayınları
46. Waltz, K. (1962). "Kant, Liberalism, and War". *The American Political Science Review*, 56:2, 331-340
47. Yalvaç, F. (2007). "Rousseau'nun Savaş ve Barış Kuramı: Adalet Olarak Barış". *Uluslararası İlişkiler Dergisi*, 4:14, 121-160
48. Yiğit, C. ve S. Gürel, (2020). "Morgenthau, Tutucu Aktör ve Düzensiz Göç: Türkiye'nin Ortadoğu Stratejisinin Göç Alan Ülke Olmasıyla İlişkisi". *Research Studies Anatolia Journal*, 3:2, 142-155
49. Yu L. (1997). "Travel between politically divided China and Taiwan. Asia Pacific". *Journal of Tourism Research*, 2:1, 19-28
50. Web 1: <http://quantpsy.org/sobel/sobel.htm> (Date of access: 21.05.2020)